

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. TT-348-(NOTHING HALFWAY)-Req. No. 72456-(3 1/2" x 5")-B&W
Manhattan Tobacco Guild - 1983

Printed in U.S.A.

Nothing halfway about it.

MERIT

MERIT. America's number 1 free-standing low tar brand continues to be a proven profit and volume leader.

MERIT. The cigarette that changed millions of minds and rewrote the

book on cigarette-making.

Today, the MERIT era is in full swing, so don't be caught short. MERIT and MERIT ULTRA LIGHTS are changing the future of smoking.



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